Note for Galeotti, Kay

From: Kristin HORLACHER

Date: Fri, Sep 12, 1997 1:08 PM

Subject: 1998 OOH Markets for Basic

To: Galeotti, Kay; Capreol, Gary

Cc: Maggio, Jim; Leslie BLEDSOE; Carr, Michele (LBC); Bacon, Jim (LBC); Grant, Denny (LBC); Ericka SOUTER; Teamer, Terry (LBC)

Kay/Gary:

Hope all went well at the marketing conference. We wanted to let you know that we met with the account folks to discuss 1998 media plan issues.

As you know, coming out of the meeting with Roy, there were questions regarding the market placement within the tiers as well as overall presence in Tier III markets. Additionally, we were asked to further explore Women Service magazines. After much discussion, we recommend the following adjustments be made to our 1998 media recommendation.

1. Boston was originally scheduled within Tier IA (Basic strong, but the competition is stronger.) We now recommend moving this market to Tier IV (No Spending). The overall consensus is that Boston is not a strong DCAT market, therefore, Basic does not need to invest heavily in this specific market.

Tier 3

Obviously, this will turn back a great deal of money since Boston is a Corporate Pool market in which we had originally scheduled presence for 9 months. Thus, we recommend re-investing the money ($1.8MM) in the following manner:

$600K

2. There was an overall discussion with regards to Basic's #50 showing level in Tier III markets (Basic strong, DCAT weak). We believe that this showing level meets the brand's objectives and do not recommend pushing the level to a #75 showing. However, we do believe that money turned back from Boston can be re-invested into these markets so that we can afford 9 months of presence as opposed to 6 months. Basic will maintain an OOH leadership position over a longer period of time. This will only prove beneficial to maintaining Basic's strong business in these 8 markets.

2nd.

3. Secondly, with the remaining savings from Boston, we discussed re-investing dollars into more Women's Service titles. We would like to have a conversation with you before making changes to the print plan. We will need to investigate if the addition of these titles is counter-strategic and will skew impressions mroe female.

In the meantime, would you please discuss these OOH changes with the brand team to confirm that they are in agreement. If brand approves, we will move forward to make the appropriate OOH market changes.

Source: https://www.industrydocuments.ucsf.edu/docs/nlfy0004

Thanks and please call with questions.

Kristin

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